

CITY OF GAITHERSBURG
Celebrate Gaithersburg in Olde Towne Street Festival Ad Hoc Committee
August 9, 2011

Attendees: Janet Limmer, Yvette Monroe, Cho Ortega, Elizabeth Poole, Paul Poto, Michele Potter, Kenneth Weiss, Nansie Wilde

Absent: Marilyn Balcombe, Chuck Blessings Jr., Shaun Curtis, Adam Greenberg, Robert Fischer, Fares Hassen, Marjorie Lane, Tom Rowse.

The meeting was called to order at 8:10 a.m.

I. TOPICS OF DISCUSSION:

Proposed Festival Layout

Staff reviewed a festival map identifying proposed locations for activities. The committee suggested that ticket sales be at more than one location and easily accessible to wagon rides and amusements.

Committee asked if the reduced number of stages will be a problem for the festival. Staff responded that there may be some quieter areas as people move around the festival, but the layout is designed with so many exciting activities that the stages should not be missed.

Festival Updates

- 1) The Green Zone will include Flumpa, Reptiles Alive, Mad Science, Wildlife Ambassadors, Under the Sea touch tank, and potentially a plant nursery with information about landscaping with native plants.
- 2) The Talent Competition received two dance applications. After much discussion, the committee agreed that to replace the dance competition with a dance exhibition, offering the two applicants an opportunity to perform. Staff will refund their entry fee and offer a small stipend for performing.
- 3) The Taste has eight vendors. Four restaurants that have expressed interest, but no applications have been received to date. Staff encouraged the committee to contact the restaurants again, as well as any additional to encourage participation.
- 4) Vendors are currently about 82 and more should be submitting their application in the next couple of weeks. Last year 110 vendors participated.

Volunteers

Groups of volunteers are needed, to be given a specific task to manage. The committee is encouraged to recruit any group(s) they may be involved with. A volunteer recruitment campaign was discussed. Volunteers are also needed to judge the competition and to be dunkees in the tank.

Committee Festival Responsibilities

Staff asked the committee participate in the Welcome Ceremony and other activities with the Mayor & Council, and to wear the event T-shirt acting as ambassadors for the Festival. Committee members are to inform staff if they desire a specific activity or responsibility during the Festival.

Other Business

- 1) Voted on the T-Shirt design; staff will order the shirts. The first option, traditional style graphic in the middle of the front with the City logo on the sleeve, received the most votes.
- 2) Marketing efforts: numerous free event web sites, Ride On Bus ads, Gazette and Washington Post ads, Washington Parent ads, radio sponsors, banners, press releases, postcards through schools and facilities, posters, and in, City web site and other social media. Also a committee member is working on a TV sponsor.

Reminder: Next meeting is Tuesday, August 23, 2011 at 8 a.m. at the Activity Center.

II. ADJOURNMENT:

The meeting was adjourned at 9:10 a.m.

Respectfully submitted,
Nansie Heimer Wilde